

**Grechyn A.  
A. Lazutkina, research supervisor  
Odessa National Academy of Food Technologies**

## **CRM TECHNOLOGIES IN THE HOSPITALITY INDUSTRY**

Customer relationship marketing (CRM) – is a concept and a business strategy aimed for building a sustainable business, the core of which is a "customer-centric" attitude.

This strategy is based on the use of advanced management and information technology, with which the company collects information about its customers at all stages of its life cycle (attraction, retention, loyalty), extracts the knowledge and use this knowledge for the benefit of their business by building a mutually beneficial relationship with them.

CRM systems have become necessary in a highly competitive market, where the customer is in focus. The main task of CRM systems – is the improve of the efficiency of business processes, centered in the front office, aimed at attracting and retaining customers - in marketing, sales, service, independently on the channel through which the customer contact with company.

The effect of implementing CRM is manifested in decision-making process through automation is transferred to a lower level and unified. This increases the speed of response to queries, increasing the rate of turnover and lower costs.

Finally, CRM includes ideology and technology of the history of relations between the client and the company that allows you to plan business more clearly and improve its stability.

Why is CRM is effective today:

- The average cost to acquire a new customer is five times more than retaining an existing one.
- The most part of companies from the Fortune 500 list, loses 50% of its customers every 5 years.
- A satisfied customer will tell about a successful purchase an average of 5 to your friends. Dissatisfied - at least 10.
- Most customers pay off only after a year of working with them (so, if the client "left" until that time, he brought a loss)
- Increase the percentage of customer retention by 5%, increase profit by 50-100%.
- About 50% of existing customers are not profitable due to the communication with them.
- An average company contacts an existing client 4 times a year and the potential - 6 times.
- Companies which provide CRM services promise to increase business

profitability in dozen times, and the profitability of projects - from 200 to 800 per cent for 2-3 years.

The essence of CRM is that the most coveted and lucrative client has the right to immediate and exclusive services. In addition, the concept of CRM focuses on long-term business relationship with the client. In particular, the client, even a little, but regularly using the product or service for a long period of time, is usually more profitable for the company than the customer who makes even a large but random order. The first entitled to the best service and great discounts.

Implementation of CRM technology in the hospitality industry is an integral part of running a successful business. Since the guest and provision of accommodation are the most important elements of the hotel, therefore, every effort hoteliers should focus on the most comfortable accommodation and the provision of services to clients. Trust and loyalty of consumers to the hotel plays an important role in the hospitality industry, and the problem is to create a positive and pleasant feeling of a guest when he visits hotel.

A successful business requires a certain amount of regular clients, who are confident in the quality of services and it is necessary to develop the confidence and provide quality service consistently. It is also important to give an individual attitude to each client, which can be achieved through the use of CRM. Consumer, satisfied with the level of service and maintenance is loyal and will use the services of the hotel next time, as well as will advise it to his friends, who, in this case, become potential customers of a hotel.

The consumer prefers to be treated with respect. He wants his preferences to be accepted and his needs to be previewed. Therefore the use of CRM technology in business, in particular the hotel, is a necessary component.